

**UTAH OFFICE OF TOURISM
BOARD RETREAT AGENDA**
Thursday, June 13, 2019 - 12:00 pm - 5:00 pm
Kanab Search and Rescue Building
30 West Airport Drive
Kanab, UT

12:00 pm – 1:00 pm:	Sandwiches available
1:00 pm – 1:15 pm:	Welcome Lance Syrett's Pop Quiz (start studying now!)
1:15 pm -1:45 pm:	Organizational changes and Strategic Planning Process Vicki Varela, Dave Williams
1:45 pm – 2:15 pm:	Overview of Responsibilities <ul style="list-style-type: none">• Andrew Gillman/Content & Creative• Becky Johnson/Operations & Marketing• Rachel Bremer/International & Destination Development
2:15 pm – 2:30 pm:	Urban Update - Andrew Gillman
2:30 pm - 3:15 pm:	Review Competitor Ads - Dave Williams
3:15 pm - 3:30 pm:	Break
3:30 pm – 4:00 pm:	East Zion and Red Emerald Initiative - Dirk Clayson
4:00 pm – 4:15 pm:	Moab update - Elaine Gizler
4:15 pm - 4:30	National Parks update - Vicki Varela
4:30 pm – 5:00 pm:	Open discussion
5:00 pm:	Adjourn

UTAH OFFICE OF TOURISM GOALS

1. Create Global Brand
2. Strengthen partnerships with industry
3. Improve customer experience
4. Engage Utah leaders and citizens in our success
5. Use film as a billboard for our state